



# Statewide Performance Indicators 2008

Economic Indicators	2005	2006	2007	2008	% Change 2007-2008
Total Non-Resident Visitors	19,060,000	19,290,000	20,230,000	20,340,000	0.5%
U.S. Visitors	18,400,000	18,600,000	19,500,000	19,600,000	0.5%
International Visitors	660,000	690,000	730,000	740,000	1.4%
Total Tourism Spending	\$5,779,000,000	\$5,908,000,000	\$6,769,000,000	\$7,190,000,000	6.2%
Total Direct Tourism-Related Tax Revenues	\$570,000,000	\$593,000,000	\$609,000,000	\$631,000,000	3.6%
State Tax Revenues	\$353,000,000	\$368,000,000	\$384,000,000	\$400,000,000	4.2%
Local Tax Revenues	\$217,000,000	\$225,000,000	\$225,000,000	\$231,000,000	2.7%
Total Tourism Related Employment	112,051	112,572	112,486	113,030	0.5%
Direct Tourism Employment	61,036	61,347	65,882	67,729	2.8%
Indirect Tourism Employment	51,015	51,225	46,604	45,301	-2.8%
Tax Indicators	2005	2006	2007	2008	% Change 2007-2008
Transient Room Tax	\$20,892,711	\$24,360,960	\$32,611,479	\$34,144,041	4.7%
Restaurant Tax	\$26,722,641	\$28,993,240	\$31,957,859	\$33,488,426	4.8%
Car Rental Tax	\$13,513,496	\$15,248,057	\$16,449,661	\$16,081,677	-2.2%
Total Gross Taxable Sales (GTS)	\$39,200,000,000	\$44,747,000,000	\$46,769,200,000	\$47,360,540,317	1.3%
Total Tourism-Related GTS	\$5,779,000,000	\$5,908,000,000	\$6,769,000,000	\$7,190,000,000	6.2%
Transportation GTS	\$171,897,709	\$201,036,039	\$205,762,924	\$165,863,655	-19.4%
Eating & Drinking GTS	\$2,452,262,014	\$2,771,423,171	\$3,016,981,000	\$3,088,015,405	2.4%
Auto Rentals GTS	\$497,611,506	\$576,823,815	\$648,999,428	\$622,930,451	-4.0%
Hotels & Lodging GTS	\$753,689,699	\$739,621,493	\$819,803,181	\$805,759,301	-1.7%
Amusement & Recreation GTS	\$804,812,381	\$905,718,067	\$961,677,930	\$904,086,102	-6.0%
Volume Indicators	2005	2006	2007	2008	% Change 2007-2008
Salt Lake International Airport	22,237,936	21,557,646	22,045,233	20,790,400	-5.7%
National Park Visitors	5,329,931	5,165,498	5,445,591	5,670,851	4.1%
National Monument & Rec. Area Visitors	4,899,415	4,721,741	2,958,698	3,103,288	4.9%
State Park Visitors	4,438,398	4,494,990	4,925,277	4,564,770	-7.3%
Utah Welcome Center Visitors	598,863	581,154	550,726	412,458	-25.1%
Total Skier Visitors	3,895,578	4,062,188	4,259,000	4,301,590	1.0%
Statewide Hotel Occupancy Rate	65.1%	68.3%	68.4%	63.7%	-6.9%